

Ozone Season Programs & Outreach

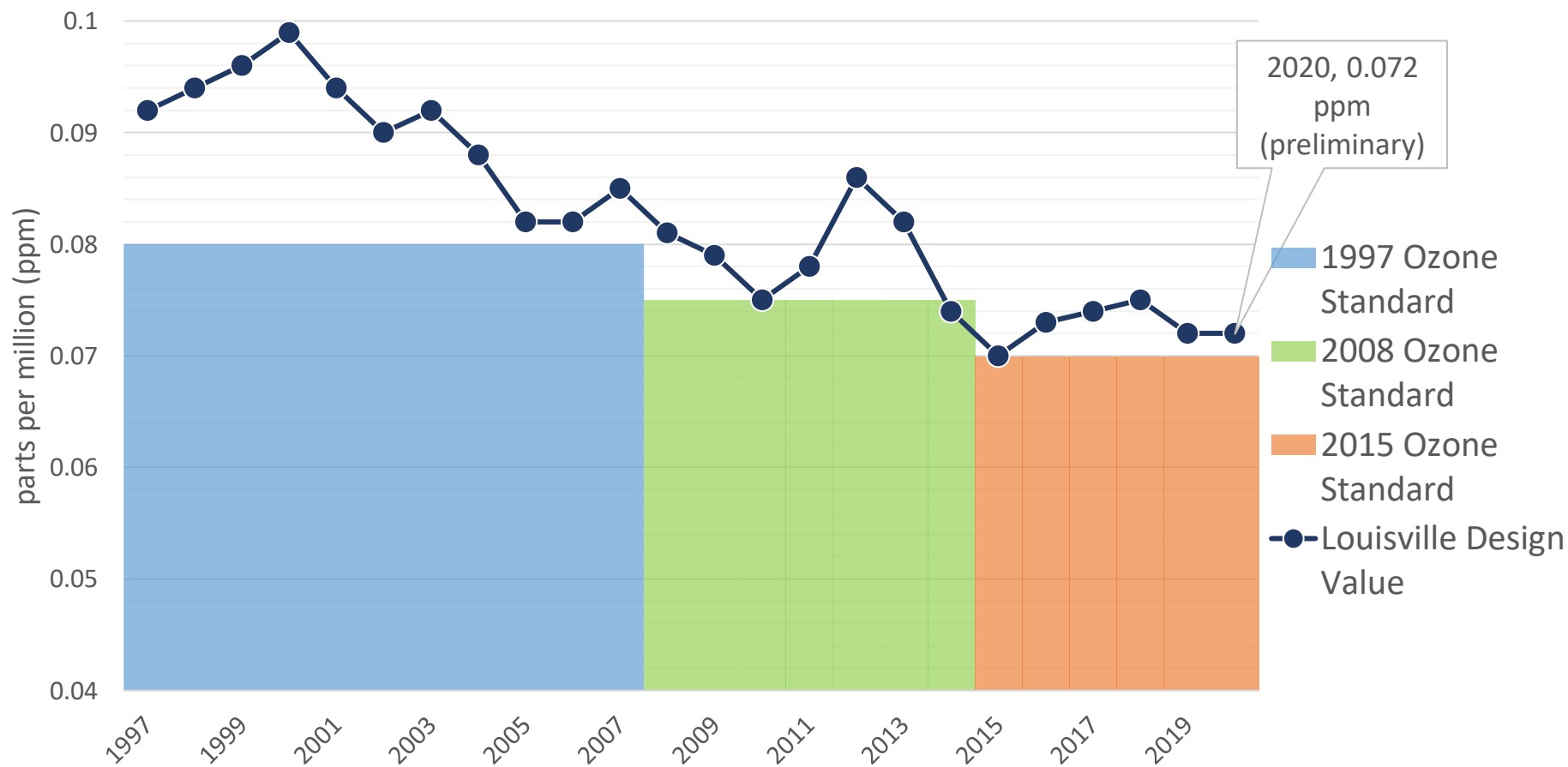
Air Pollution Control District
Program Planning Team
April 21, 2021



Louisville's National Ambient Air Quality Standard (NAAQS) Status

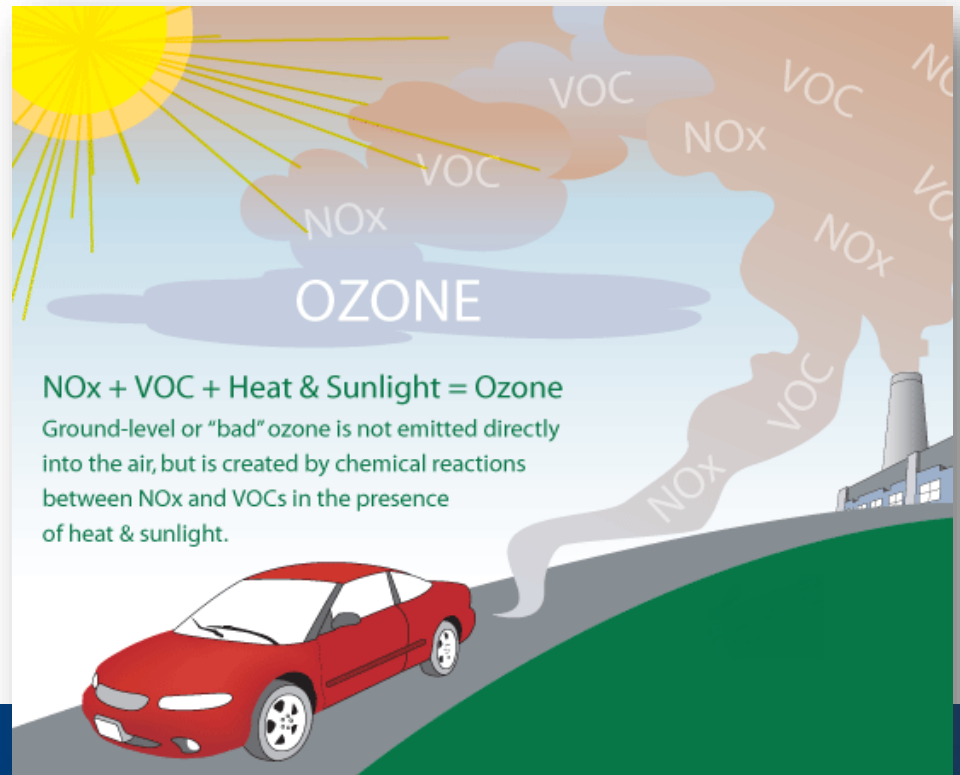
Pollutant	Standard	Averaging Time	Louisville's Status
Carbon Monoxide	9 ppm	8-hour	Attainment
	35 ppm	1-hour	Attainment
Lead	0.15 $\mu\text{g}/\text{m}^3$	Rolling 3-month Average	Attainment
Nitrogen Dioxide	53 ppb	Annual Average	Attainment
	100 ppb	1-hour	Attainment
Particulate Matter (PM10)	150 $\mu\text{g}/\text{m}^3$	24-hour	Attainment
Particulate Matter (PM2.5)	12.0 $\mu\text{g}/\text{m}^3$	Annual Average	Attainment
	35 $\mu\text{g}/\text{m}^3$	24-hour	Attainment
Ozone	0.070 ppm	8-hour	Nonattainment
Sulfur Dioxide	75 ppb	1-hour	Attainment

Louisville Area Ozone Design Value Trend



Ozone (O₃)

- Created via a chemical reaction:
NO_x + VOCs + Sunlight = O₃
- Louisville's Ozone season: March-October
- Health effects:
 - Shortness of breath
 - Inflammation of airways
 - Aggravate lung disease
 - Increase frequency of asthma attacks



Multipollutant Stakeholder Group (MPSG)



Goals:

- Develop recommendations to reduce emissions of ozone precursors
- Identify quantifiable emission reduction strategies
- Identify voluntary programs and community initiatives to reduce emissions/exposure
- Recommend programs, collaborations, etc. that will raise awareness of air quality impacts



Select Recommendations Underway

POINT SOURCE COMMITTEE



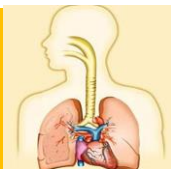
AREA SOURCE COMMITTEE



MOBILE SOURCE COMMITTEE



HEALTH COMMITTEE



OUTREACH & EDUCATION COMMITTEE



- Start a program to recognize companies for voluntary efforts to reduce ozone precursor and other emissions.
- Encourage the development of Ozone Action Plans at industrial facilities and supporting voluntary efforts from commercial and residential sources on Air Quality Alert Days.
- Work with entities, such as schools, to reduce unnecessary engine idling.
- Investigate opportunities to enhance the official monitoring network.
- Use social media platforms and the internet to cross-post messaging.

Air Quality Action Partners (AQAPs)

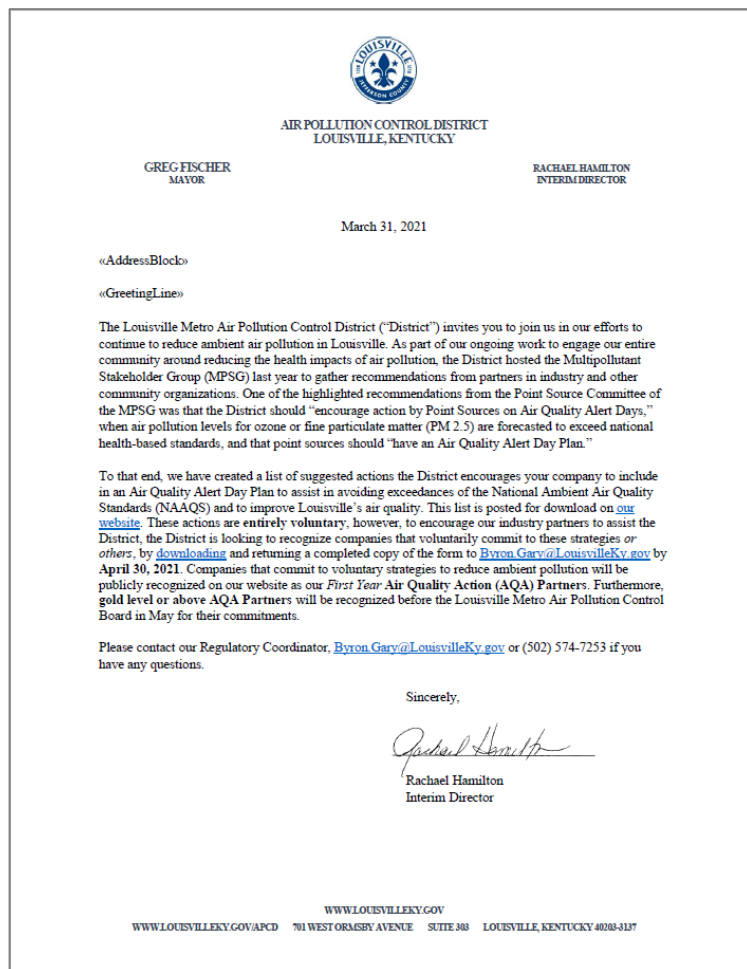
MPSG Recommendations

4. The District should encourage action by Point Sources on Air Quality Alert Days.
 - a) The District should ensure that environmental contacts for permitted sources are directly notified by email of Air Quality Alert Days.
 - b) The Committee also recommends sources have an Air Quality Alert Day Plan, which voluntarily commits to avoiding, deferring, or delaying certain actions such as startups, shutdowns, maintenance, and testing on Air Quality Alert Days whenever possible.
 - c) The District should recognize companies which submit Air Quality Alert Day Plans, including through the recognition program in Recommendation 2.

MPSG Recommendations

2. The District should start a program to recognize companies for voluntary efforts to reduce ozone precursor and other emissions. Recognition should be given through certificates or badges for different levels or tiers of reductions, awarded before the Louisville Metro Air Pollution Control Board.
3. The District should encourage participation by sources in voluntary programs such as KY EXCEL, Kentucky Pollution Prevention Center, and the Louisville Metro Energy Project Assessment District (EPAD) program, including through the recognition program in recommendation 2.

Air Quality Action Partners (AQAPs)



- Invitation sent March 31
- Respond by April 30
- Sent to 703 contacts at 401 plants
- Received 6 responses so far
- <https://louisvilleky.gov/air-pollution-control-district/document/20210331-air-quality-action-partner-checklist>

AQAPs Levels

- AQAPs - Tier 1 Commitments (AQA alerts received and distributed) along with at least two (2) Tier 2 or above commitments
- Silver Level - at least one commitment from each of the Tier 2 categories
 - Stationary Source Equipment Operations & Emissions
 - Vehicle & Fleet Emissions
 - Facility & Building-Related Emissions



AQAPs Levels (cont'd)



- Gold Level –
 - at least one commitment from each of the Tier 2 categories, and
 - pledge to quantify emissions reductions under Tier 3

- Platinum Level –



- at least one commitment from each of the Tier 2 categories, pledge to quantify their emissions reductions under Tier 3 plus any additional Tier 3 commitment, or
- both Tier 1 commitments and overall reduction of 10% of emissions under one of the Tier 3 commitments.

KAIRE's 2020 Strategies and Plans for 2021



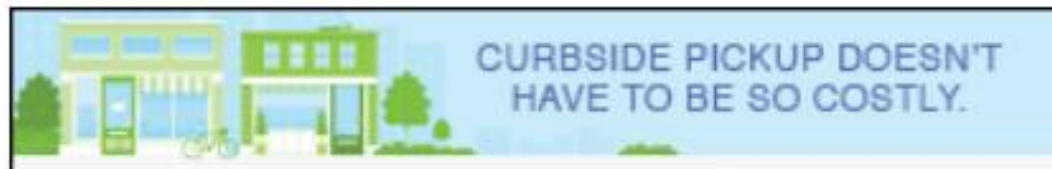
What is KAIRE's goal?

To increase awareness of the impact individual choices have on local air quality

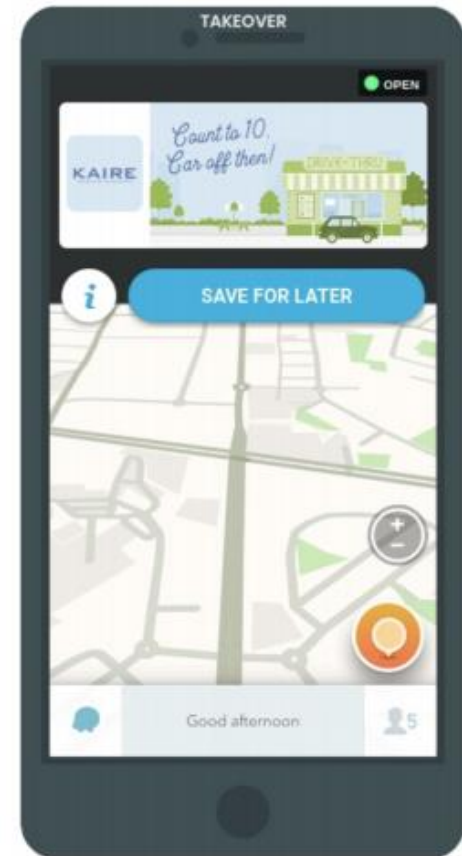
2020's pandemic created challenges for outreach, which were met with creative and efficient strategies.

Campaign Pivot to Curbside Idling

Campaign Dates: 7/6/2020 - 10/6/2020



Digital, Out of Home and Mobile campaign



Campaign Dates: 7/6/2020 - 9/30/2020



Weather Channel App

- 2,672,481 impressions and 3,370 clicks were delivered
- The 0.13% CTR meets benchmark (.05%-.25% CTR)



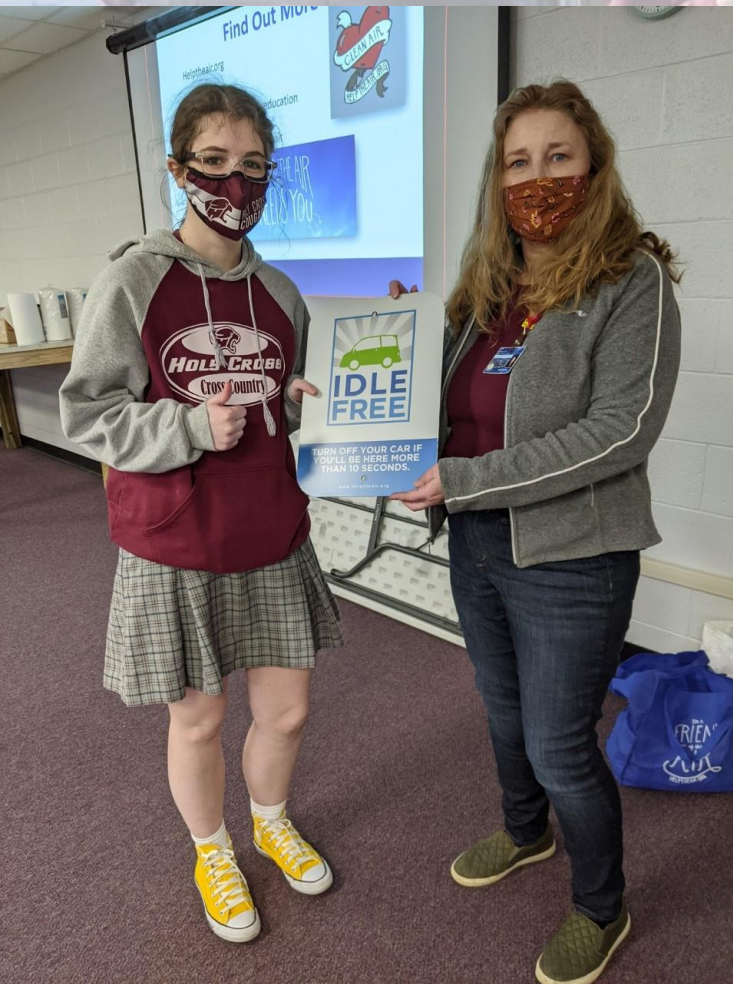
ABOUT KAIRE

KAIRE Website

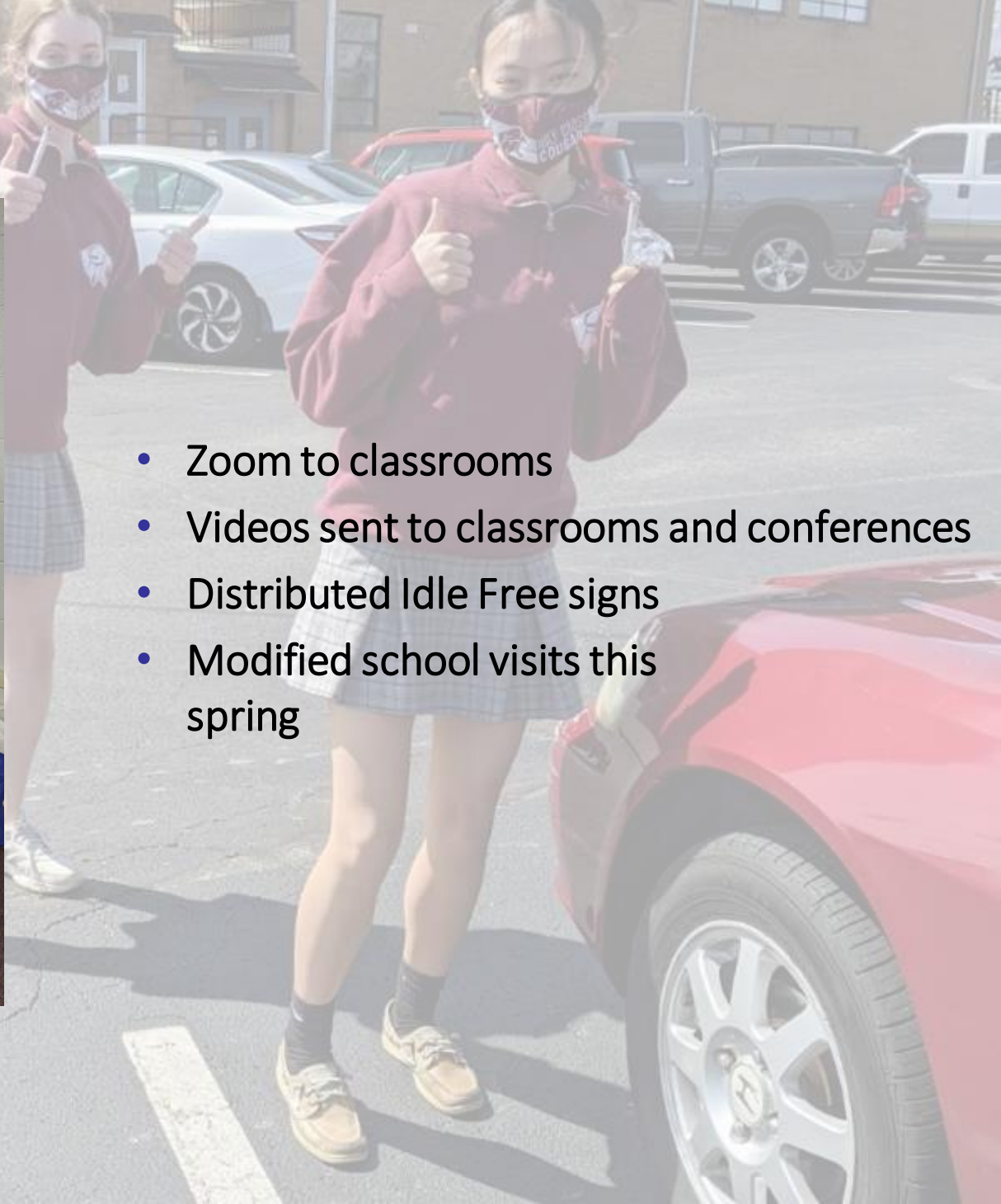
helptheair.org

Landing Page Visit Duration

- Average session duration: 23 seconds
- Avg. time on How You Can Help landing page: 1 min 20 seconds
- 30K + total page visits to How You Can Help



- Zoom to classrooms
- Videos sent to classrooms and conferences
- Distributed Idle Free signs
- Modified school visits this spring



2021 Campaign Focus Groups





Air Quality is our health.



Long Haulers Added to Sensitive Groups



Follow KAIRE

helptheair.org

Instagram: KentuckianaAirEducation

Facebook: facebook.com/helptheair

Twitter: @helptheair




kentuckianaaireducati
Louisville, Kentucky



kentuckianaaireduca
forecast to be Good T
Wednesday. #helpthea
#breathe

2w



 Liked by ridetarc and 8 others

MARCH 23



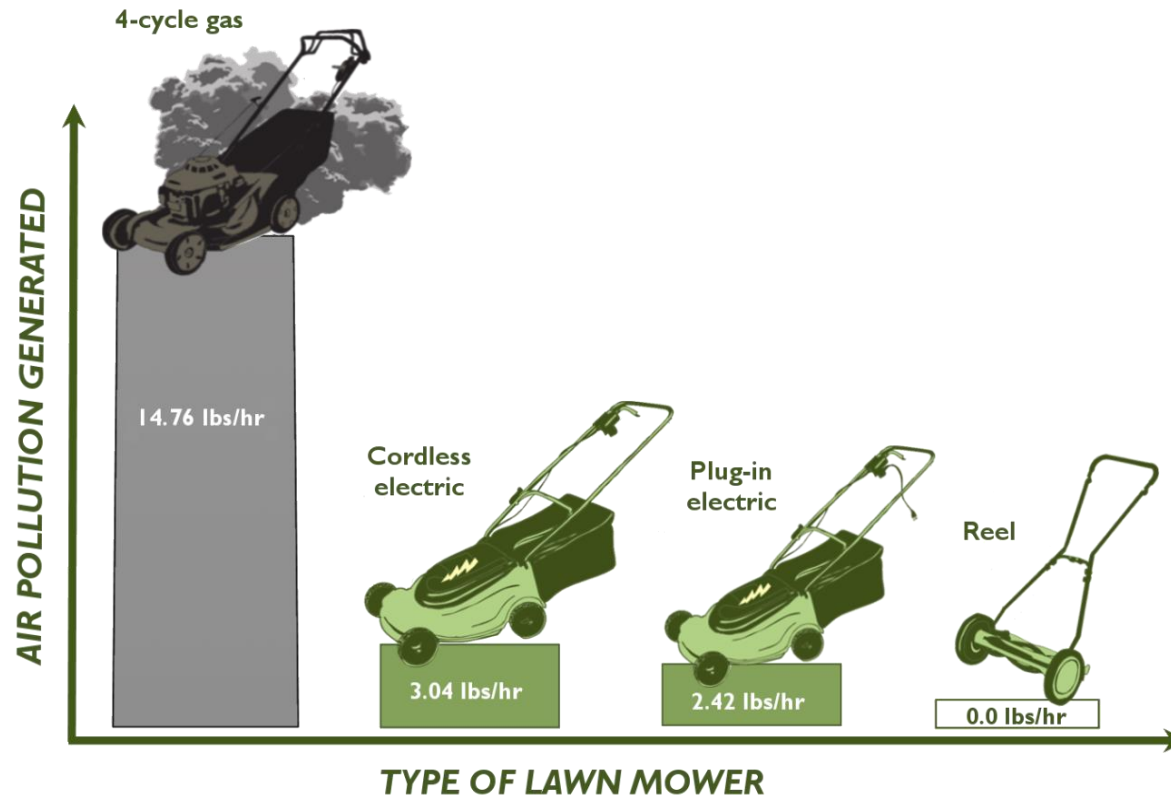
Add a comment...

Lawn Care for Cleaner Air and Grow More Mow Less Update

What do lawns have to do with clean air?

LAWN MOWER POLLUTION LEVELS

Switch from gas and cut pollution by 80% or more!



*Emissions include CO, CO₂, NO, SO₂, and VOC's

Lawn Care for Cleaner Air Rebate Program

- Rebates on residential electric & reel lawn equipment for Louisville Metro residents
- Encourages recycling old, gas-powered equipment
- Program entering its 18th year
- Over 11,000 rebates distributed since 2003
- Over 4.2 million pounds of air pollution saved
- Funded by air pollution penalties
- Rebates up 17% from last year to date



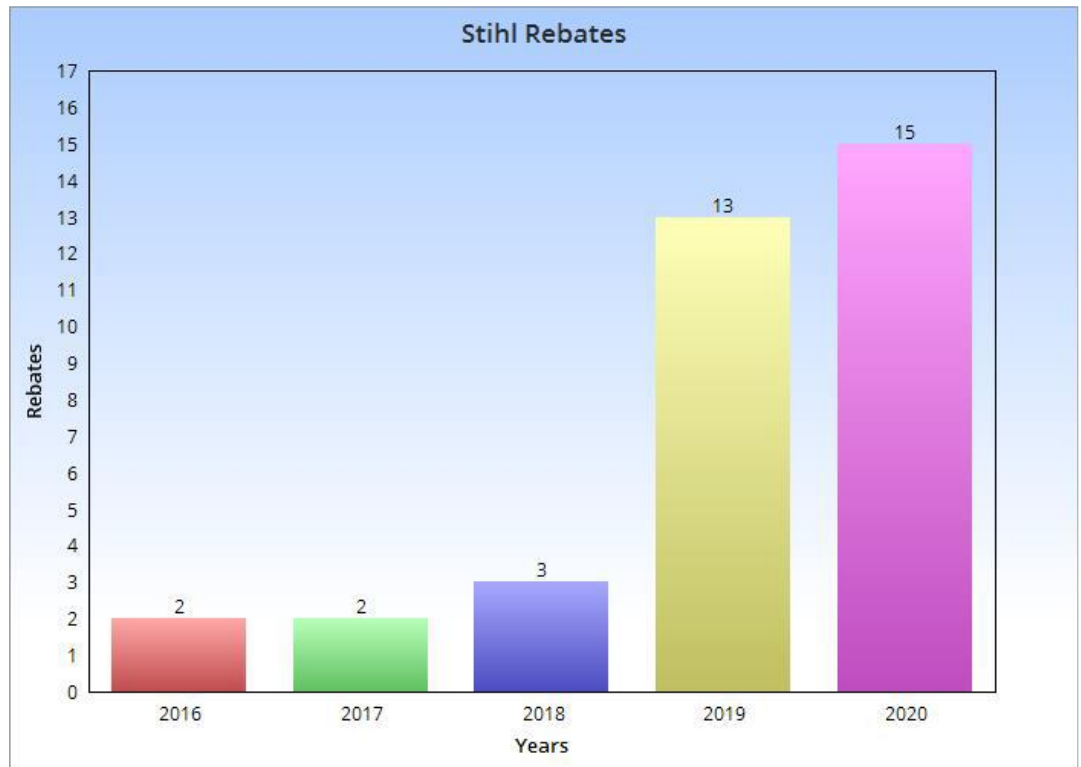
LCCA Professional

- “Commercial” program until 2013
- Bigger Rebates on more powerful equipment (greater than 20.5 volts).
- Geared toward lawn care professionals and homeowners with large yards
- Even bigger rebates on electric Stihl equipment due to partnership with Bryan Equipment.
 - Up to \$225



Partnership with The Klausing Group

We have been partnering with lawncare company The Klausing Group for the last two years helping them get rebates on Professional-Powered Stihl equipment through The Mower Shop (a local, participating retailer).



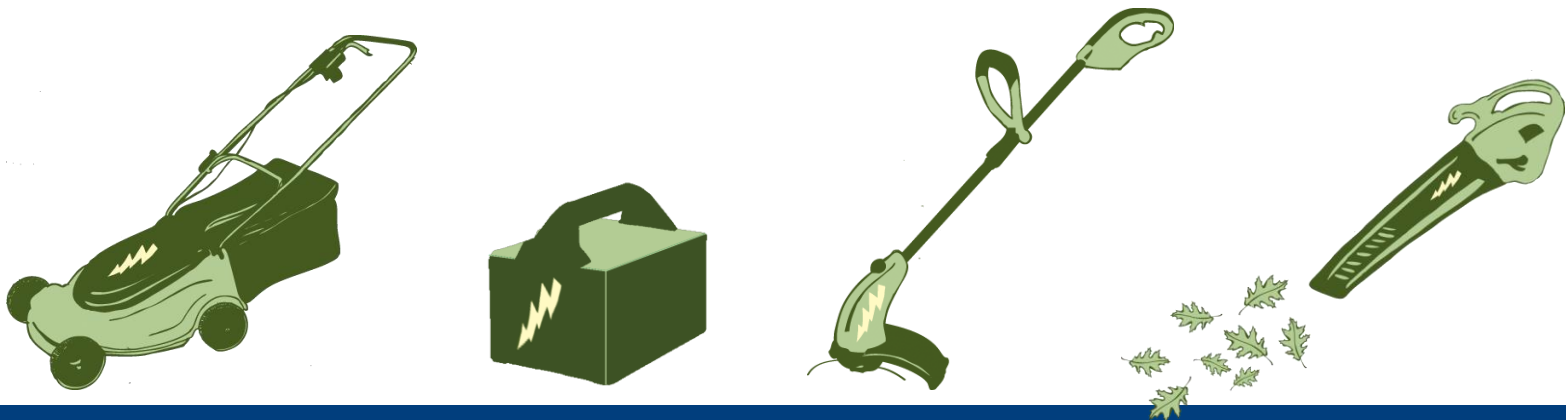
Getting the Word Out

- This year we are advertising with our 3 traditional partners, but with a more robust digital presence (website banner ads, email, social media)
- We are specifically reaching out to Environmental Justice areas (as defined by KIPDA) this year to ensure residents and organizations in those areas have access to our program



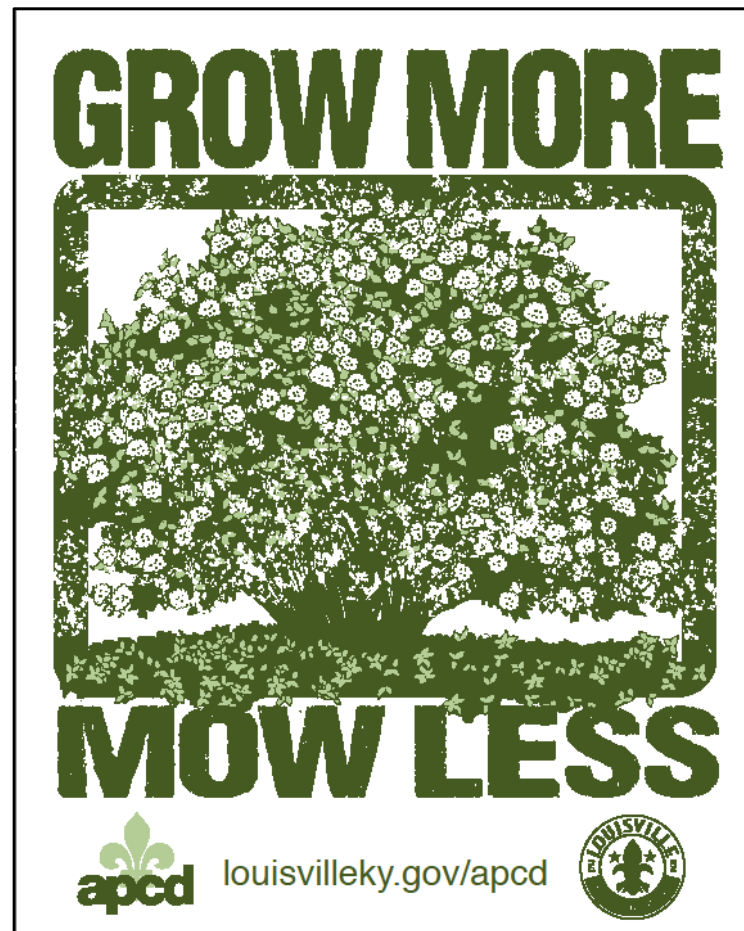
Lawn Care for Cleaner Air Community Equipment Grant Program

- Competitive grant for non-profit organizations that maintain property and would like to switch to electric equipment
- Grant consists of mower, string trimmer, leaf blower, and extra battery
- Organizations located in Environmental Justice areas will be given special consideration

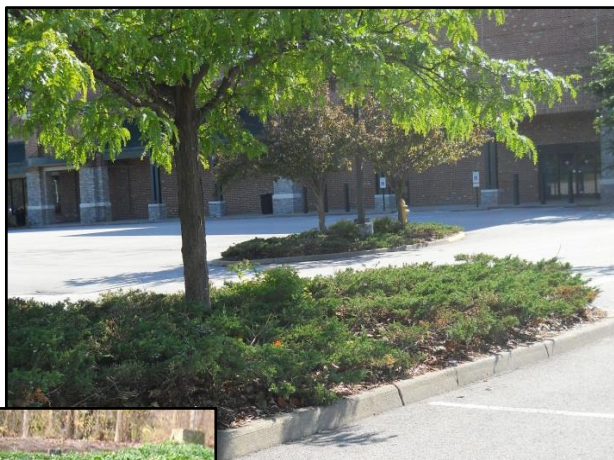


Grow More Mow Less

- Partner program to LCCA
- Seeks to reduce turfgrass and replace with more sustainable, air-friendly landscaping
- Co-benefits: storm water management, reduction of urban heat, increased habitat for birds and beneficial insects



Lots of Ways to Grow More



Resources

www.louisvilleky.gov/APCD

www.louisvilleky.gov/lawncare

www.facebook.com/GrowMoreMowLess

www.helptheair.org

Questions?



Louisville Metro
Air Pollution
Control District

701 W. Ormsby Ave.
Ste. 303

Louisville, KY 40203

(502) 574-6000

www.louisvilleky.gov/APCD